

**PugetSoundPartnership**

LEADING PUGET SOUND RECOVERY

**2014**

***ECO Net Puget Sound Starts Here  
Implementation  
Block Grant Application***

**Puget Sound**   
**Starts Here**

TABLE OF CONTENTS	PAGE
General Information.....	1
Overview.....	1
Source of Grant Funding.....	1
Who Can Receive Grant Funding.....	1
Fiscal Sponsors.....	2
Who Cannot Receive Funding.....	2
What Are the Match Requirements.....	2
What Costs Can't the Grant Pay For?.....	2
What Costs Can the Grant Pay For?.....	2
Application Process and Timeline.....	3
Develop Proposal with Local ECO Net.....	3
Application Submission.....	3
Application Review and Granting.....	3
Timeline.....	3
Project Elements and Priorities.....	4
Project Must Align with Puget Sound Starts Here Campaign Goals.....	4
Project Collaboration/Demonstrated Partnerships.....	5
Project Evaluation.....	5
Application Evaluation Criteria.....	5
Application.....	5
Cover Page.....	5
Project Description – LIMITED TO THREE PAGES.....	6
Estimated Budget.....	6
Appendix A.....	7

## 2014 ECO Net Puget Sound Starts Here Implementation Block Grant Applications October 2013

The Puget Sound Partnership is seeking applications from eligible organizations to implement projects that further the goals of the Puget Sound Starts Here campaign and related Action Agenda priorities.

### General Information

**Eligible Applicants:** The ECO Net Block grants are available to member organizations within the 12 local ECO Networks around Puget Sound.

**Estimated Funds Available:** \$120,000

**Number of Awards:** One for each established local ECO Net

**Grant Amount:** \$10,000 per ECO Net

**Project Length:** Projects must be completed no later than June 30, 2014

**Puget Sound Partnership Contact:** Cara Ianni, [Cara.ianni@psp.wa.gov](mailto:Cara.ianni@psp.wa.gov) (360) 464-2005

### Overview

The Puget Sound Partnership (Partnership) requests applications from each of the 12 ECO Networks to creatively position the *Puget Sound Starts Here* campaign as both a connector for residents to a healthy Puget Sound and as a brand to unite regional and local restoration efforts.

Projects should also promote stewardship behaviors addressing one or more of the following:

- infiltration
- pollution reduction
- habitat improvement
- forest cover
- soil development
- critical areas
- reductions in shoreline armoring

The intent of the application is to fund collective efforts of local ECO Net members. The Partnership intends to award one grant to each of the twelve established ECO Nets in the Puget Sound region.

### Source of Grant Funding

Funds for these grants are from the State of Washington General Fund and are budgeted for Puget Sound recovery and implementation of the Action Agenda for Puget Sound.

### Who can receive grant funding?

Only proposals for collaborative work of ECO Net member organizations will be accepted. **There is a limit of one application per ECO Net.**

The following **WILL NOT** be accepted:

- Applications for the work of individual organizations
- Applications for the work of organizations or partnerships that are not participating ECO Net members
- Applications that are not endorsed by the local ECO Net through a collaborative process

A single organization must be designated as the project's **Fiscal Sponsor** for receipt and management of the grant. The Fiscal Sponsor must be a member of the local ECO Net. The Fiscal Sponsor will provide project management, financial management, contract management and be responsible for fulfilling contract requirements. The Fiscal Sponsor can also subcontract with other organizations within the local ECO Net to implement project tasks.

Applications must be submitted via the local ECO Net Coordinator. The local ECO Network Coordinator's agency does NOT have to be the fiscal sponsor. The purpose of application submission through the local ECO Network Coordinator is to ensure collaboration and cooperation within the local ECO Network and coordination of projects utilizing this funding source. This also does not prohibit the local ECO Network Coordinator's organization from being a fiscal sponsor, however, there still must be demonstrated support by the local ECO Net membership.

The following are eligible to act as **fiscal sponsors**:

- **Not-for-profit 501(c)(3) organizations.** Proof of nonprofit status is required with your application. You must have at least one of the following documentation:
  - Registration as a not-for-profit organization with the Washington State Secretary of State's Office or
  - Proof of 501(c)(3) tax-exempt status with the U.S. Internal Revenue Service.
- **Government entities.** This includes federal and Washington state agencies, public and private institutions of higher education, local governments, federally recognized Indian Tribes within Puget Sound, and special purpose districts.

#### **Who cannot receive funding?**

- Businesses and for-profit enterprises
- Any organization located outside of the twelve counties in Puget Sound
- Individuals
- Organizations that are not members of a local ECO Net

#### **What are the match requirements?**

There are **no** match requirements for this grant, however projects with non-federal matching funds are encouraged and favored. Eligible forms of match include:

- Cash;
- Volunteer or donated time;
- Donated services or products;
- Equipment;
- Salaries;
- Agency overhead/indirect costs;
- Other verifiable costs.

#### **What costs can the grant pay for?**

Grant funds are provided on a reimbursement basis. Grant funding may be used for project coordination staff salaries, benefits, travel, advertising, workshops, events, printing and distributing materials, rental equipment and supplies. Indirect costs are allowed up to 15% of the total grant amount.

#### **What costs can't the grant pay for?**

The following activities are **not** eligible for grant funding:

- Starting a business.
- Providing services or creating products for which you receive payment from other parties.
- Collecting materials for recycling or disposal.
- Lobbying any state or local government official.
- Purchasing property, capital goods or major equipment.
- Legal expenses.

#### **More information on eligible and ineligible costs is available in Appendix A.**

The Partnership may terminate grant agreements if spending is inconsistent with stated guidelines.

## Application Process and Timeline

### 1. Develop Proposal with Local ECO Net

- Each ECO Net creates local criteria for deciding which activities to pursue.
  - For example, project must benefit majority of membership, must be involve participation from a minimum number of partners (determined by the ECO Net), etc.
- Run a collaborative and inclusive process for deciding what activities to pursue using the local criteria created.
  - For example, run a voting process that everyone can participate in and be given adequate time to complete.
- See information on **Question and Answers** in the timeline below.
- Submit proposal according to the guidelines listed in the Application section below.

### 2. Application Submission

The application template is available in the **Application** section below. An estimated budget must be included in the submittal. Applications must be received by **5:00 p.m. on January 24, 2014**. Applications will be accepted prior to the due date and will be reviewed upon receipt. Applications must be submitted via email to [Cara.ianni@psp.wa.gov](mailto:Cara.ianni@psp.wa.gov) or mailed to:

The Puget Sound Partnership  
ECO Net PSSH Block Grant  
Attn: Cara Ianni  
326 East D Street  
Tacoma, WA 98421-1801

### 3. Application Review and Granting

Applications will be reviewed and contracts negotiated within approximately four to eight weeks following submission.

#### Timeline

Release of <i>ECO Net Puget Sound Starts Here Implementation Block Grant</i>	October 29, 2013
Question & Answers. A Q&A conference call is scheduled for November 12, 2013 at 2:00 p.m. Submit questions in writing prior to the call to the ECO Net Coordinator at <a href="mailto:Cara.ianni@psp.wa.gov">Cara.ianni@psp.wa.gov</a> . The conference call number is (360) 407-3780, PIN: 822 917#	November 12, 2013
Questions and Answers posted on Puget Sound Partnership Funding Website ( <a href="http://www.psp.wa.gov/funding.php">http://www.psp.wa.gov/funding.php</a> )	November 15, 2013
Applications due. Applications will be accepted prior to the due date and will be reviewed upon receipt.	January 24, 2014
Application details negotiated and contracts drafted.	Four to eight weeks (estimated) after applications received by the Partnership
Begin grant work	Date of execution

## Project Elements and Priorities

Projects eligible for funding must address the following elements:

### 1. Projects must align with *Puget Sound Starts Here* campaign goals

Proposed projects should incorporate *Puget Sound Starts Here* (PSSH) campaign goals, messages and brand into locally-targeted communications to increase issue relevance and local identity. The brand promise for PSSH is, “When we work together, small actions will make a big difference.”

Current goals for the PSSH campaign are:

- Rekindle an emotional connection between area residents and Puget Sound,
- Increase PSSH brand awareness from 26% to 50%,
- Position PSSH as a connector for residents to a healthy Puget Sound, and
- Reinforce the “umbrella” PSSH brand to unite the regional and local efforts of partner organizations.

While projects are intended to contain localized messaging and be locally relevant, projects shall also incorporate PSSH branding to reinforce PSSH’s main campaign message that we’re all connected by Puget Sound.

Examples of appropriate projects include:

- Projects that promote awareness of Puget Sound Starts Here month (typically held in May) through inclusion of the PSSH brand and resources in local events.
- Collective advertising efforts and creative outreach methods to reach local audiences.
- Efforts to localize existing PSSH materials, create and implement strategies to disseminate PSSH materials to local audiences or produce new toolkit content.
- Projects that introduce PSSH to new, local audiences or under-served audiences.
- Projects that link PSSH to recreation, community events, and cultural activities anywhere in the Puget Sound watershed.
- Successful past projects included: PSSH geocaching sites, PSSH video development, placement of PSSH videos and ads in movie theaters, Puget Sound film festival, busboards and billboards, work with local businesses to promote PSSH, and special events celebrating Puget Sound.

Outreach resources through PSSH are available to ECO Net members and are intended for modification and use within local programs. Resources include:

- PSSH posters and other outreach materials: [http://www.psp.wa.gov/econet\\_PSSH.php](http://www.psp.wa.gov/econet_PSSH.php)
- PSSH toolkit: <https://enviromedia.box.com/psshtoolkit>

Creativity is encouraged. Projects that connect members of the public to the PSSH website, use resources listed above and/or utilize PSSH monthly themes are encouraged.

### More information on the *Puget Sound Starts Here* campaign:

The PSSH campaign is focused on Puget Sound residents’ values and sense of place, with the main message that we’re all connected by the Puget Sound. Key messages are:

- a) We are connected by geography – It’s one big neighborhood, with 2,500 miles of shoreline and hundreds of rivers and streams that empty into it.
- b) We are connected by an active lifestyle – It’s one big playground, where we fish, hunt, crab, boat, water ski, row, swim, whale watch, beach-comb, hike, bike, run, garden, do yoga – among other cultural activities.
- c) We are connected by thriving industry – It’s one big marketplace, supporting commercial fishing, millions of tourists and shipping containers through the ports.
- d) We are connected by its natural beauty – It’s a canvas for picturesque backdrops, majestic sunsets, and hundreds of living plants and animals.

## **2. Project Collaboration/Demonstrated Partnerships**

The intent of the grants is to fund collective efforts between local ECO Net members. A good faith effort must be made to communicate with, engage and openly involve the full membership of the ECO Net.

## **3. Project Evaluation**

Projects must incorporate implementation monitoring and measures of audience members reached (see below for examples). Implementation monitoring refers to ensuring the steps of the project are being completed. Effectiveness monitoring is not required for projects, however it is encouraged for projects sustained beyond the duration of this funding period.

Implementation monitoring measures whether the project did what it said it was going to do (e.g., install 5,000 storm drain markers) while effectiveness monitoring measures whether the actions achieved their intended result (e.g., reducing toxic dumping into storm drains). Examples of implementation monitoring include collecting output numbers (e.g. number of people reached, number of media outlets contacts), survey results and observations.

### **Application Evaluation Criteria:**

- Project Approach – Project meets objectives for PSSH goals; project includes evaluation methods; project is a collaborative effort between local ECO Net members.
- Project Relevance and Impact – Project builds on or enhances existing efforts; project is locally relevant and reaches local audiences (this can include addressing barriers and opportunities identified in recent audience research); project addresses priority stewardship behaviors.
- Project Team – The team, collectively and as individuals, displays appropriate skill sets and experience; organizational capacity is appropriate; partnership member roles are well-defined and appropriate to their tasks.
- Project Plan – Tasks, staffing, timeline and spending plan are appropriate and logical.
- Budget – Budget is clear and logical; costs and cost basis are appropriate; indirect rates fall within limits.

## **Application**

Submittals must be written in no less than 12-point font on letter-size paper with one-inch margins. Applications are limited to a maximum of five pages, which includes the cover page, project description and a one-page budget estimate. Applications that exceed the page limit will not be reviewed. Applications must include the following information:

### **Cover Page:**

Name of Local ECO Network:

Local ECO Network Coordinator submitting this application:

Fiscal Sponsor:

Project Coordinator:

Mailing Address:

Street Address (if different from the mailing address):

Telephone:

Fax Number:

E-mail Address:

Fiscal Contact:

Telephone:

E-mail Address:

Federal Tax ID # (If organization is a 501(c)3 not-for-profit):

**Project Description: LIMITED TO THREE PAGES** (applications exceeding this limit will not be reviewed)

Please provide a description of the project which must include the following information:

- A descriptive project title.
- The geographic service area for this project.
- Description of the project's goals and objectives.
- Description of the target audience.
- Describe how the projects meets the required elements listed in the Project Elements and Priorities section above:
  - Description of how this project ties into PSSH campaign goals
  - Description of BMPs addressed and how and why they were selected.
  - Description of collaboration and effective partnerships used for this project's implementation. Include a description of the roles of each organization involved and their capacity to fulfill these tasks.
  - Description of how the project will be evaluated.
- Project timeline. (Projects must be completed no later than June 30, 2014.)
- Signed statement (below) certifying local ECO Network membership approval and project collaboration, including a brief description of the group's decision-making process.

**Estimated Budget**

Please list costs associated with the proposed project under the following categories, using the template provided below. The budget page is not included in the 3 page limit for the project description.

Category	Requesting from PSP	ECO Network or Organizational Match <sup>1</sup>	Overall Project Budget
Project Coordination/Management (Staff salaries, benefits)			
Travel			
Goods, Services, and Supplies			
Indirect costs (Not to exceed 15%) <sup>2</sup>			
<b>Totals</b>			

I, \_\_\_\_\_, the local ECO Network Coordinator, certify that the application submitted was developed by a collaborative group decision process as described in the RFP.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

<sup>1</sup> **Matching Funds-** There are no match requirements for this grant, however projects with matching funds are encouraged and favored.

<sup>2</sup> **Indirect-** Indirect costs are not to exceed 15% of direct project costs and are for general organization operating costs. Indirect costs can not include costs otherwise included in Project Administration.



## **Appendix A**

### **Project Costs: Eligible/Ineligible for Reimbursement**

#### **Project costs**

Project costs shown in the budget of the grant agreement's Scope of Work **are eligible for reimbursement**, so long as the costs follow applicable state and federal laws.

If neither the grant agreement nor the guidelines specify the eligibility of an item, the Stewardship Coordinator Debbie Ruggles ([debbie.ruggles@psp.wa.gov](mailto:debbie.ruggles@psp.wa.gov)) will determine if an item is eligible for reimbursement. All eligible costs must support the accomplishment of the tasks outlined in the grant.

#### **Eligible Costs**

The following examples show the types of expenses that the Partnership can reimburse under the program guidelines:

- Project coordination, goods supplies, and services such as:
  - Project Coordinator salary and benefits;
  - Office supplies;
  - Long-distance telephone calls to participants or the Partnership;
  - Postage for newsletters, surveys, response cards, and grant invoices;
  - Costs of copying documents and printing fliers or notices;
  - Procuring technical assistance – advertising the need for services, developing the Request for Proposals, and contracting for services;
  - Mileage paid at the state reimbursement rate (currently \$0.565/mile) for travel to and from project events within Washington State;
  - Rental of audio/visual equipment, public address systems, or display units;
  - Rental of space in which to display exhibits and/or conduct public meetings related to the grant project;
  - Costs of developing, publishing, and distributing explanatory materials within affected communities, or throughout the project area.
  - Indirect costs are not to exceed 15% of direct project costs and, are for general organization operating costs. Indirect costs can not include costs otherwise included in Project Administration (see below).

The following costs must be directly related to the project goals and activities. The Partnership reserves the right to ask for more information about these expected costs and to consider them ineligible if they do not meet the intent of the grant purpose or the requirements of the funding source.

- Project Administration – not general indirect costs, but costs that can be tied to personnel like support staff, cost of office or cubicle space for the Project Coordinator, phone and IT costs directly allocated to the Project Coordinator for this project only, for example:
- Web page and web site update and maintenance activities;
- Computer software (data management, slide show, or word processing only) necessary to fulfill record-keeping requirements, project presentations, and tracking of grant activities;
- Telephone cards used specifically for grant activities;
- Small, portable equipment to enhance outreach efforts;
- Purchasing display equipment that identifies recipient and grant project at special events;
- Per Diem costs for meals and lodging.

If you have questions about certain expenses, talk with the Stewardship Coordinator before you budget for those expenses. Only eligible costs will be reimbursed.

**Ineligible Costs**

The following are examples of the types of expenses that the grant program will not reimburse:

- Subscriptions, contributions or donations;
- Purchases of equipment or other nonexpendable personal property, unless specified in the grant agreement;
- Purchase, operation, or maintenance of motor vehicles;
- Property or equipment depreciation;
- Land acquisitions, leases, or easements;
- Conservation easements; wildlife habitat development;
- Any activity, including data compilation, studies, plans, or campaigns, funded by other sources;
- Legal actions;
- Legal fees ;
- Lobbying any government official or agency;
- Any expense incurred prior to the authorization date on a signed grant agreement, including but not limited to costs associated with the preparation of the grant application;
- Bad debts or losses arising from uncollectible accounts;
- Fines and penalties;
- Food, unless specified in grant agreement.